

## RECORD GROWTH MADE BY NASH

Automobile Company Only  
Four Years Old Has  
Huge Plants.

The growth of the Nash Motors Company, which in a period of four years has become one of the dominant factors in the automotive industry, is regarded as a remarkable tribute to the manufacturing ability of C. W. Nash and his associates. In this comparatively brief period increased demand for Nash passenger cars and trucks has made necessary the erection of a number of additional buildings at the Nash plant in Kenosha, as well as the construction of an entirely new factory in Milwaukee for the production exclusively of Nash four-cylinder cars.

It is just a little more than four years ago since Mr. Nash took over the large plant at Kenosha and organized the Nash Motors Company. The growth of the organization is all the more remarkable when it is recalled that during practically two of these years the country was at war and business conditions were upset.

The Kenosha factory of the Nash Motors Company, now one of the largest and best equipped plants in the automotive industry, in the second year under the direction of Mr. Nash and his associates did a volume of upward of \$17,000,000 worth of business. Its output for the current fiscal year is scheduled at 45,000 Nash sixes and 7,500 Nash trucks.

During this time building of new shops and work of enlarging others has been going on constantly. A new foundry has been erected, a large addition has been made to the body plant and thousands of feet of floor space have been added to the group of buildings in the tract of land covering 101 acres.

But with all this equipment in plant and machinery plans were immediately made for an entirely new factory when it was decided to add to the Nash line of passenger cars a four cylinder product.

Just fifteen months ago the only building that stood on the site of the Milwaukee four cylinder car plant were a farm house and two large cow barns. To-day there are rows of buildings of concrete construction, there are concrete loading and receiving platforms and the modern machinery with which the plant is equipped is installed and in operation. The Nash four cylinder car plant has been in production since early in September. There still remains a number of buildings to be erected, and when completed this factory will equal in size the company's main plant at Kenosha, where 5,000 men are normally employed.

### SPEED TRUCK ON VIEW.

Graham Brothers' Branch Arranges Display for Dealers.

For the benefit of passenger car dealers visiting New York during the automobile show, Graham Bros. of Evansville, Ind., who manufacture Graham Bros. one and a half ton speed truck, have arranged a special display at their New York factory branch, 617 to 621 West Fifty-seventh street.

Here will be shown a comprehensive line of body equipment built especially for Graham Bros. truck chassis in Graham Bros. factory. Graham Bros. factory has long been noted for its ability to build a great variety of high grade body equipments for the motor truck, and this, according to Branch Manager F. R. Valpey, forms an outstanding feature of a Graham Bros. truck franchise to the passenger car dealer.

Mr. Valpey said yesterday: "The dealer who can show his prospective buyer a completed truck ready to work in every detail and at a reasonable price has a decided advantage in competition. The day will come when the motor truck buyer will choose from standard body equipments as he now does in his purchase of the passenger car. In that case he has to choose usually from a roadster, touring car, coupe or sedan. No two purchasers will have the same idea relative to a body if the manufacturer of a passenger car sold his chassis without body equipment. There would be as great diversity of opinion and preference in the mind of the customer who purchased a passenger car as there is in the mind of the average truck purchaser. Whereas if the purchaser of a motor truck is given the opportunity of choosing from a standard line of bodies well adapted to various loads and conditions he can pick a body well suited to his purpose and in so doing not only save several hundred dollars but insure better satisfaction to himself and there will be less cause for misunderstanding with the dealer.

"Our present display of body equipment includes every type of equipment, even to the oil tank wagon and fire apparatus."

### SHOW VISITORS ARE BUYERS.

Most of Those at Palace Want Cars, Says H. F. Wardwell.

"In former years," said H. F. Wardwell, president of the Briscoe Motor Corporation, "the show attendance, especially on the open end, was divided between the merely curious and the buying element in the proportion of about three casual visitors to one buyer. This year we find the proportion almost exactly reversed. The reports of our men show an exceptionally large number of actual buyers, many for immediate delivery, and others who wish their cars delivered between now and March 1."

"This is what all of us expected who know the tremendous factor that the motor car has become in modern life. All that the public has ever asked of the motor car maker, or the manufacturer in any other line, is an assurance of value for the money. And the 1921 show unquestionably demonstrates that the standard cars of to-day represent more automobile value per dollar than ever before."

### 1,000 DODGE DEALERS MEET.

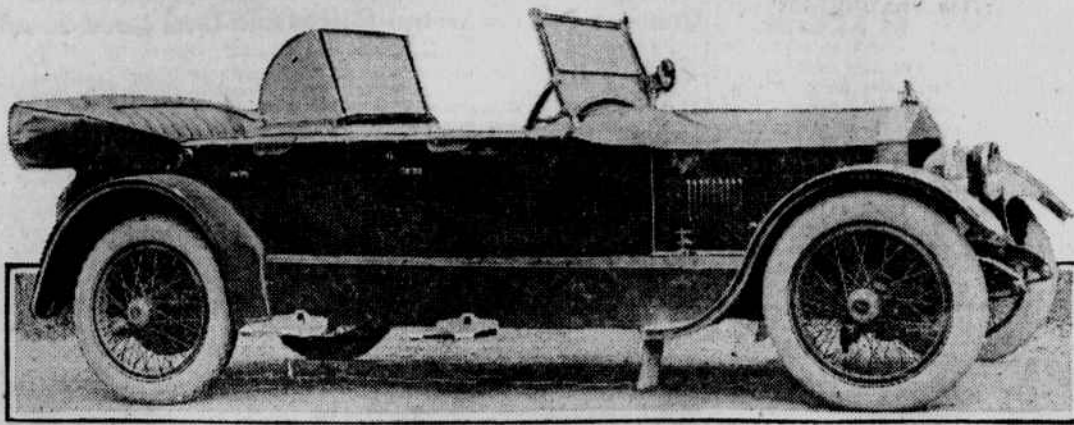
Frederick J. Haynes, New President, Introduced to Agency Heads.

One of the largest luncheons ever held in connection with a national automobile show took place yesterday afternoon in the grand ballroom of the Waldorf-Astoria. One thousand Dodge dealers from every part of the United States gathered in the big room as guests of Dodge Brothers, manufacturers of the popular light car.

Many tributes were paid to John and Horace Dodge, who created the big automobile manufacturing company, but did not live to see it reach the highest point of its success. It was announced that Frederick J. Haynes, vice-president and general manager, had been elected president and general manager by the Board of Directors. The action was taken because of the death several weeks ago in Florida of Horace Dodge.

One of the features of the occasion was the playing of a special Dodge march, composed by Victor Herbert, by the Dodge factory band. Mr. Herbert himself conducted. Charles W. Mathison, general sales manager, presided and introduced the new president to the dealers. He was enthusiastically greeted.

### Speedy Roamer Sport Model



## WOMEN WHO DRIVE LIKE PIERCE-ARROW

Ease of Control as Well as  
High Power Pleasing,  
Says Cady.

Beauty and comfort formerly were the only motor car attributes which interested women, but with the ever increasing numbers of feminine motorists who are becoming skilled drivers designers have had to develop a safe and easy method of control, according to C. W. Cady, of the Harrolds Motor Car Company, distributors of the Pierce-Arrow product in New York city and vicinity.

"Because this feature has been given

### Haynes Manager



Alton G. Seiberling, who directs the destinies of the Haynes Automobile Company of Kokomo, Ind., has arrived in town to view the show. He brought with him the original Haynes horseless carriage, and a most interesting demonstration of the old car, the ancestor of such a huge family, will take place soon on Fifth avenue.

close attention in the well balanced refinement of the whole car the Pierce-Arrow holds a special appeal for the woman who drives," said Mr. Cady. "No car is more easy to steer. No car holds the road more comfortably and securely. No car can be brought to a quick stop with less effort, because of unusually powerful, easy acting brakes. In no car case; an over running intermediate gear, an exclusive feature, robs gear shifting of all dread, even for the novice. The new design of foot throttle can be used for hours without fatigue."

"The dual valve engine itself adds greatly to the delight of driving a Pierce-Arrow. Its reserve excess power is so responsive that the acceleration in high gear from three miles an hour to a racing speed is incredible."

With the introduction of the auto show of its latest addition the Pierce-Arrow Motor Car Company now offers a greatly widened range of types. Besides the regular body styles, which are standard with the 38 horse power and 48 horse power dual valve right hand drive models, there is a group of ten body types offered with the new left hand drive chassis type. These include the

runabout, the four, six and seven passenger open cars and the sedan, the coupe sedan, the vestibule sedan, the brougham, the limousine and the landaulet.

### MAXWELL CHALMERS UNITE.

Reorganization Plan Went Into Effect Yesterday.

Announcement that the plan of reorganization of the Maxwell and Chalmers automobile manufacturers is now in operation was made yesterday in a statement by W. P. Chrysler, chairman of the reorganization committee.

The statement is as follows: "The reorganization plan of the Maxwell Chalmers Motor Car Company, as originally formulated, was to-day declared operative. This assures an additional \$15,000,000 and a powerful management. The new and strong organization and the large additional capital forecast sales and manufacturing operations of increased magnitude. The company enters the 1921 selling season with two of the most favored cars on the market."

## HOW TO CARE FOR CAR IN WINTER

Liberty Service Experts Make  
Suggestions for Cold  
Weather Use.

Suggestions as to the proper care of an automobile in the winter have been issued by service men of the Liberty Motor Car Company, in such a form that they apply not only to owners of the Liberty Six, but also to persons using practically all other makes of cars.

Choosing from several good recipes for anti-freeze compounds, Liberty experts recommend the following: Alcohol, one and one-half gallons; glycerine, one-half gallon; water, four and one-half gallons. Where it is impossible to get glycerine, and when it is too expensive, a mixture of denatured alcohol and water is recommended. In temperatures not lower than 10 degrees a solution of one-third alcohol and two-thirds water should be used for the anti-freeze. In colder weather the proportion should be fifty-fifty. In case of the Liberty Six,

it requires about six and one-half gallons to fill the cooling system. A solution of calcium chloride or any alkaline solution is injurious to the metal parts of any motor. Care should be taken to prevent the spilling of alcohol on the painted parts, because it damages the paint.

A radiator hood jacket makes it possible to start a motor easily in cold weather. It is a wise motorist, however, who selects a type of jacket which will do the smallest possible amount of damage to the paint on the hood. The front flap of a radiator jacket, when one is used, should always be pulled down before switching off the motor, in cold weather.

Cold weather causes a severe drain on batteries. Accordingly it is recommended that occasionally when a motorist has his car at a service station he might make sure that the battery is fully charged and that there is no waste because of bad terminal connections or bad insulation. The carburetor, too, may need adjusting at a service station to suit weather conditions. This is an attention which too few drivers give to their car, although proper carburetion in the winter is very important.

Oil should be thin and of a high grade. Good oil is cheap at almost any price. The fact that oil has a tendency to congeal in cold weather makes it almost necessary to use a thin oil.

It is advisable to keep a small oil can filled with gasoline somewhere in the car in winter time, in order to squirt gas

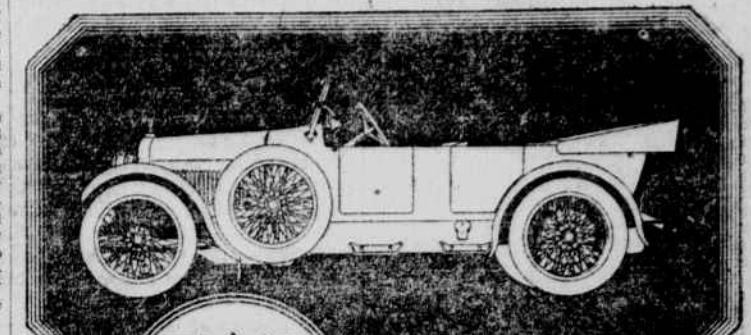
into the priming cups before attempting to start the car in case it has become icy cold.

Another suggestion is to be sure that all water is drained out of the water system if the car is not to be used during cold weather. Even when the car is stored in a "heated" garage or storehouse it is best to have the water drained out because there is always dan-

ger of freezing temperature, which would be harmful if it lasted for only a short time.

### SALES RACE TO THE SWIFT.

Detroit distributors of the Dorr cars staged a unique sales race last year, with \$250 bonus to the winners. It resulted in the retail sale of 200 Dorr cars in one day in the motor metropolis. H. D. Braun being first over the \$40,000 mark.



**THE CAR BORN WITH A REPUTATION**

*Designed and Built by Harry C. Stutz*

On Display  
**Hotel Astor**  
Louis XIV Room

von Kattengell Motor Sales Corp.  
Metropolitan Distributor  
1830 Broadway

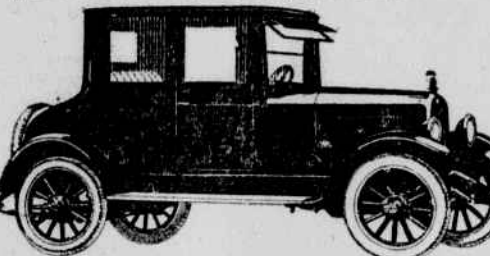
H.C.S. MOTOR CAR COMPANY

INDIANAPOLIS, U.S.A.  
HARRY C. STUTZ, President

## BRISCOE

The Leader of Light Weight Cars

Like a Coupe? You'll find the Briscoe comfy coupe the ideal small-family or professional man's enclosed car.



The performance of the Liberty simply welcomes comparison with any other car in its class.

## LIBERTY

We invite YOU to make that comparison.

A. G. KAUFMANN MOTOR CAR CORPORATION  
1776 Broadway  
Circle 5695

At the Show Grand Central Palace



"Built of the Best"

Compare The Davis

## AT THESE PRICES

HERE is your opportunity to buy a fine motor car at a remarkably low price—a price lower than that of an ordinary car.

The Davis is a fine motor car. In style, in finish, in the inherent fineness of its construction, in performance—the Davis is among the really great motor cars.

Now—at prices that have been greatly reduced—the Davis is an extraordinary motor car investment.

The new prices, listed below, are now in effect. Compare the Davis at these prices with any automobile made. You will be surprised at the remarkable value your money will buy.

Models	Old Price	New Price
OPEN CARS:		
51 Touring Car	\$2185	\$1895
52 Sport Car	\$2225	\$1995
53 Special Sport Car	\$2350	\$2150
56 Roadster	\$2225	\$1995
57 Special Roadster	\$2350	\$2150

ENCLOSED CARS:		
54 Sedan	\$3185	\$2795
55 Coupe	\$3185	\$2795

Prices: f. o. b. factory, plus war tax

These reductions have been made possible through recent declines in the cost of materials. The Davis at these new prices is exactly the same car as at the old. The saving in cost is passed on directly to the buyer.

See the DAVIS at the Show

## DAVIS MOTOR CORPORATION

1748 Broadway  
New York

GEO. W. DAVIS MOTOR CAR CO., RICHMOND, IND.

## The Best Plug to Use— and the Show Proves It

The AC Plug exhibit at the show? It is everywhere. Look at the chassis on display or lift the hoods of the cars shown. In the vast majority of instances, you will see AC's standing guard over the cylinders. This year, as in years past, AC Plugs are the pronounced choice as standard equipment.

### These Passenger Cars Have AC Plugs for Standard Factory Equipment

American Beauty.....	AC	Haynes.....	AC	Oakland.....	AC
Anderson.....	AC	Hudson.....	AC	Oldsmobile.....	AC
Apperson.....	AC	Hupmobile.....	AC	Packard.....	AC
Auburn.....	AC	Jackson.....	AC	Paige.....	AC
Buick.....	AC	Kissel Kar.....	AC	Patterson.....	AC
Cadillac.....	AC	LaFayette.....	AC	Pierce-Arrow.....	AC
Casa.....	AC	Liberty.....	AC	Pilot.....	AC
Chandler.....	AC	Lincoln.....	AC	Premier.....	AC
Chevrolet.....	AC	Locomobile.....	AC	Reo.....	AC
Cleveland.....	AC	Lorraine.....	AC	Roamer.....	AC
Cole.....	AC	Maibohm.....	AC	R & V Knight.....	AC
Commonwealth.....	AC	Marmion.....	AC	Saxon.....	AC
Davis.....	AC	McFarlan.....	AC	Scripps-Booth.....	AC
Dodge Brothers.....	AC	Mitchell.....	AC	Standard.....	AC
Dorr.....	AC	Monroe.....	AC	Stearns.....	AC
DuPont.....	AC	Nash.....	AC	Stevens-Duryea.....	AC
Hatfield.....	AC	Noma.....	AC	Westcott.....	AC
Hanson.....	AC	National.....	AC		

### The Spark Plug Equipment of These Passenger Cars Is Divided Among the Balance of the Spark Plug Makers of the Country:

Allen.....	Elgin.....	Kline.....	Sayers.....
American.....	Elcar.....	Lexington.....	Stephens.....
Briscoe.....	Fiat.....	Maxwell.....	Studebaker.....
Chalmers.....	Franklin.....	Mercer.....	Stutz.....
Columbia.....	Fergus.....	Moore.....	Templar.....
Crowe-Elkhart.....	Grant.....	Overland.....	Velle.....
Dorris.....	Holmes.....	Peerless.....	Willys-Knight.....
Dixie Flyer.....	Jordan.....	Piedmont.....	

### For 1921, the Spark Plug Score of the Show Is:

AC-Equipped Cars at the Show 53  
Cars at the Show Equipped With All Other Makes Combined 31

AC Plugs have won the endorsement of America's foremost engineering talent. They have proved best under every driving condition—on hills, in heavy going, at speed and low throttles—always converting gasoline into smashing power. That's why AC Plugs dominate the show. That's why you can make no mistake by having a complete set of AC's in the engine of your car.

Champion Ignition Company, FLINT, Michigan

U. S. Pat. No. 1,126,727, April 15, 1916; U. S. Pat. No. 1,214,129, Feb. 14, 1917. Other Patents Pending